

FIG. 1 is a block diagram of a system for providing location-based advertising information to a client. The system includes GPS satellites (4) communicating with a client (1). The client (1) includes a car navigation system (13) and a two-way radio communications unit (3). The two-way radio communications unit (3) is connected to an advertising information transmitting server (2). The advertising information transmitting server (2) is connected to a network (5) that includes an advertiser server (6) and an accounting server (7). A dashed line indicates a connection between the client (1) and the network (5).

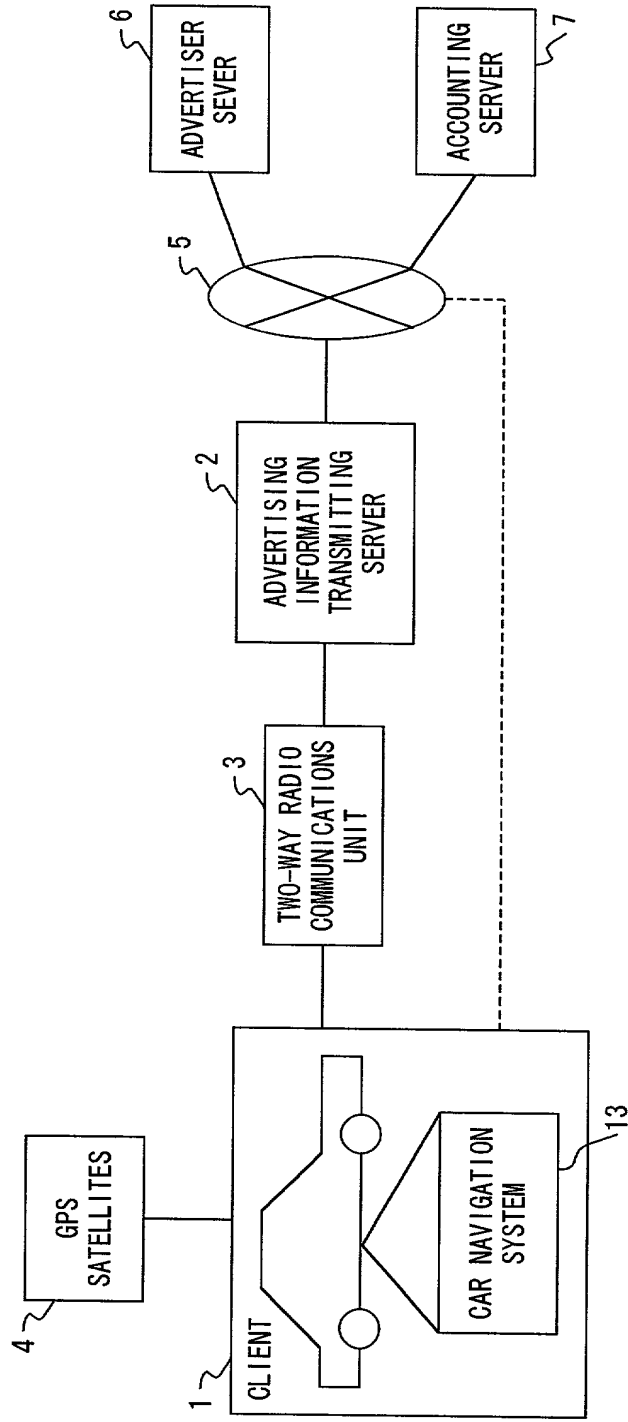


FIG. 1

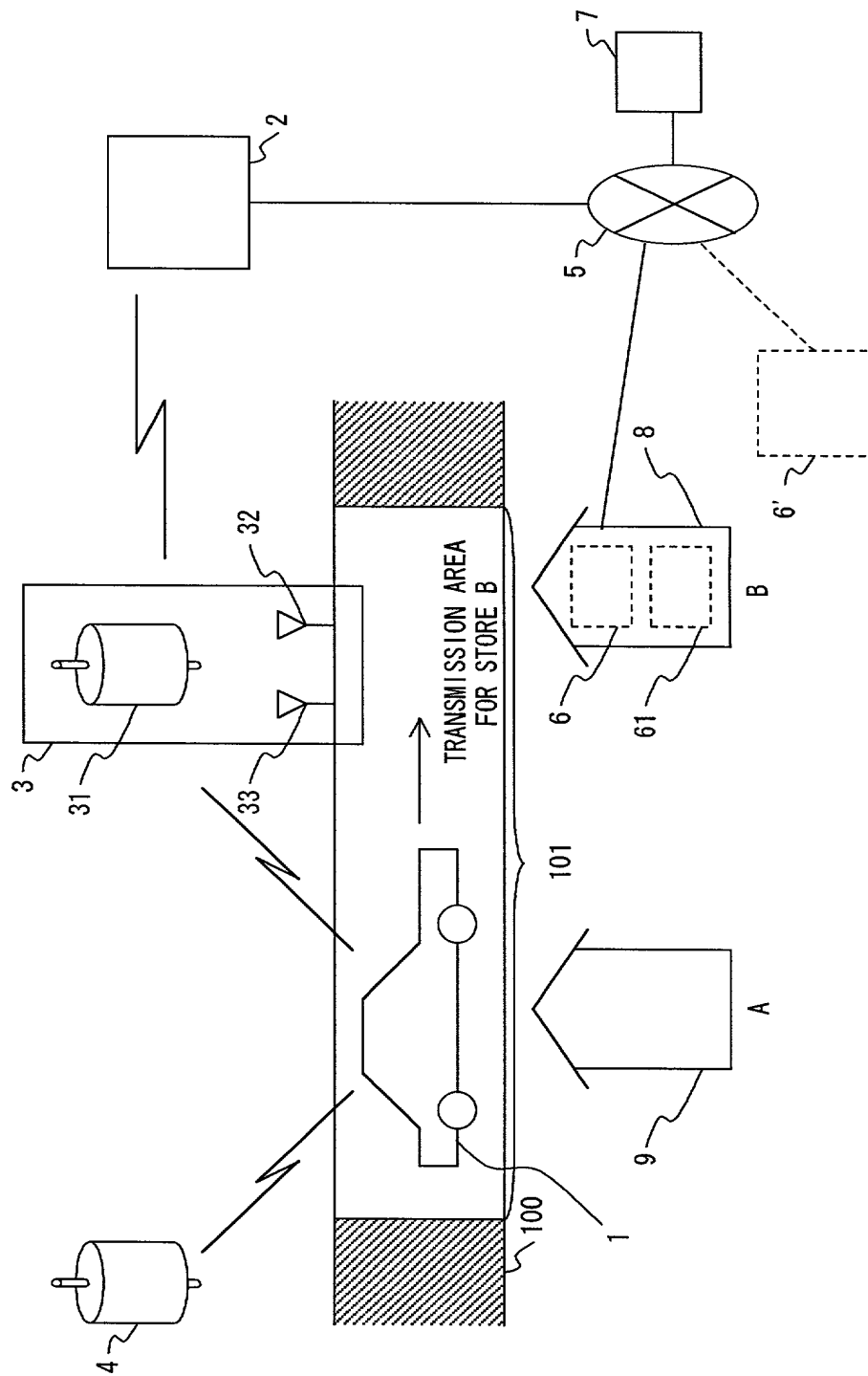


FIG. 2

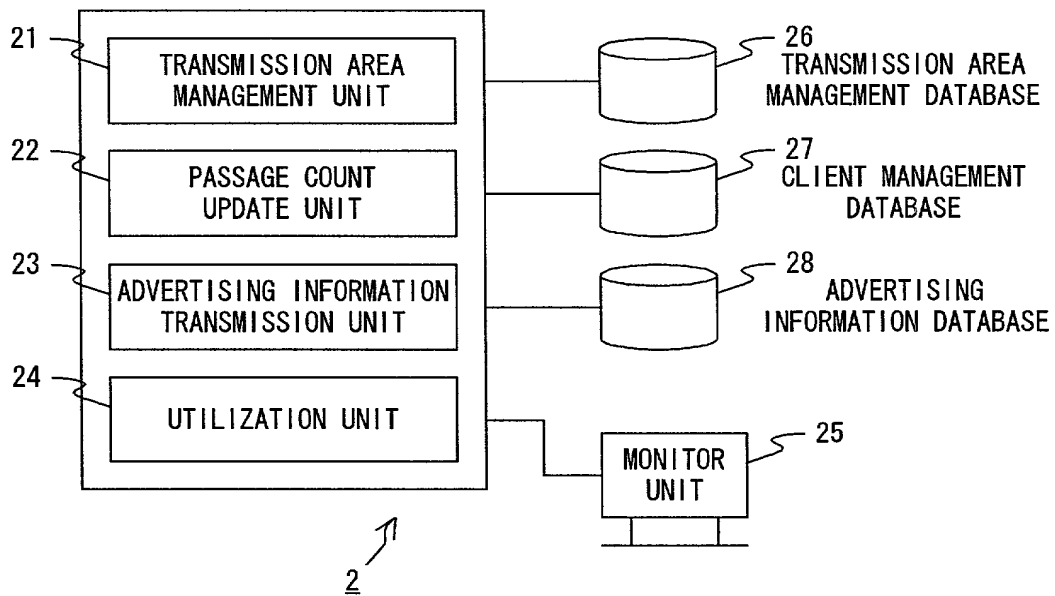


FIG. 3A

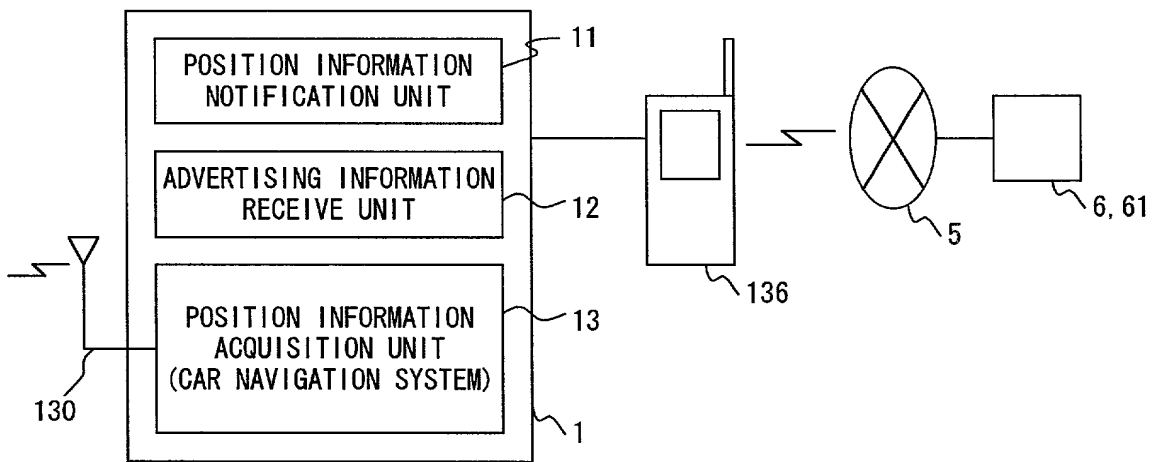


FIG. 3B

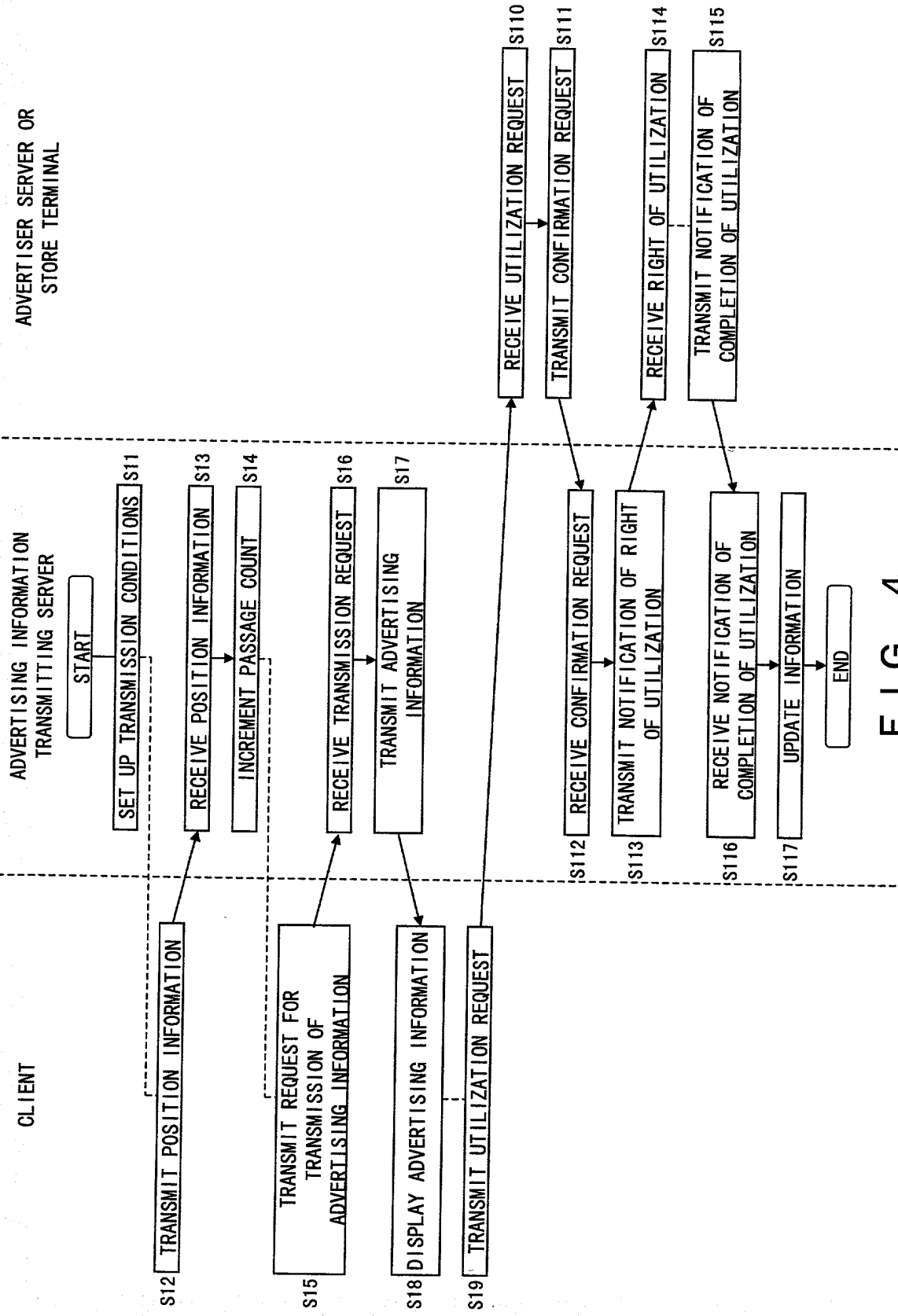


FIG. 4

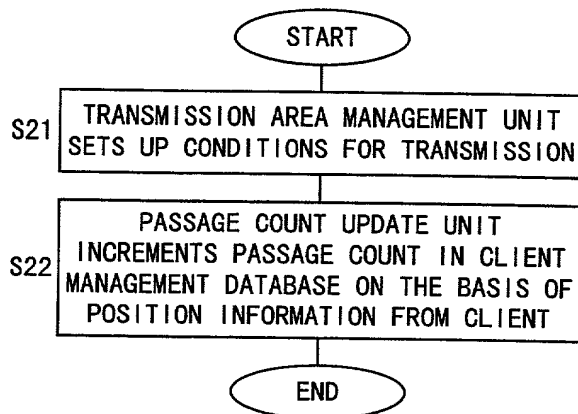


FIG. 5A

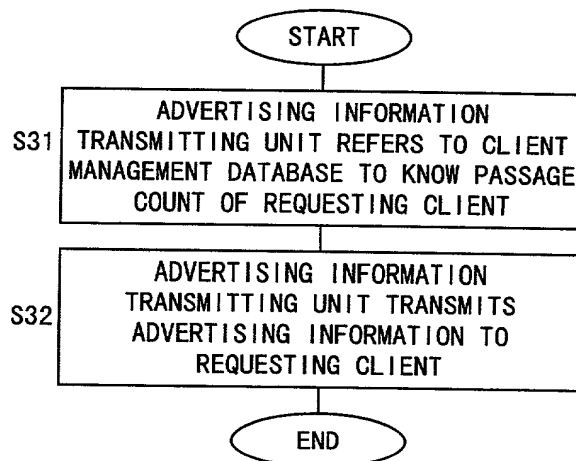


FIG. 5B

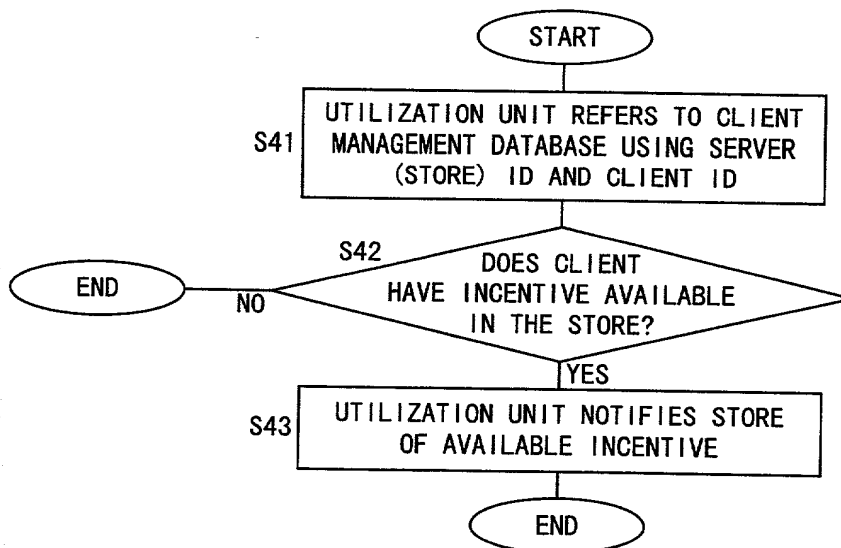


FIG. 5C

ROAD	INTERVAL	STORE INFORMATION	INCREMENT	UTILIZATION INFORMATION
ROUTE 1	AA-BB	XX RESTAURANT	1	DISCOUNT OF 500 YEN FOR COUNT OF 20
ROUTE 1	CC-DD	ZZ BOOK STORE	1	DISCOUNT OF 100 YEN FOR COUNT OF 30
...				

FIG. 6A

ROAD	INTERVAL	TIME PERIOD	STORE INFORMATION	INCREMENT	UTILIZATION INFORMATION
ROUTE 1	AA-BB	0~12 O'CLOCK	XX RESTAURANT	1	DISCOUNT OF 500 YEN FOR COUNT OF 20
		12~24 O'CLOCK	AA BOOK STORE	1	DISCOUNT OF 100 YEN FOR COUNT OF 40
	CC-DD				

FIG. 6B

USER ID	STORE INFORMATION	COUNT	USER ID	STORE INFORMATION	COUNT	FLAG
A001	XX RESTAURANT	25	A001	XX RESTAURANT	25	0
...			...			
A002	ZZ BOOK STORE	18	A002	ZZ BOOK STORE	18	1
...			...			

FIG. 6C

FIG. 6D

USER ID	STORE INFORMATION	COUNT	PASSAGE HISTORY
A001	XX RESTAURANT	25	t1, t2 ...
...			...
A002	ZZ BOOK STORE	18	t3, t4 ...
...			...

FIG. 6E

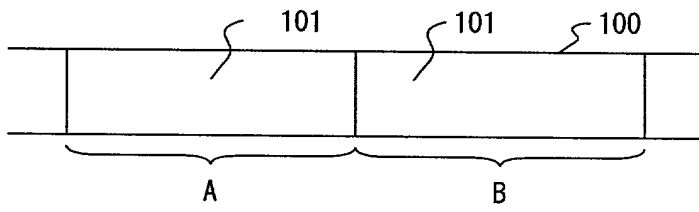


FIG. 7A

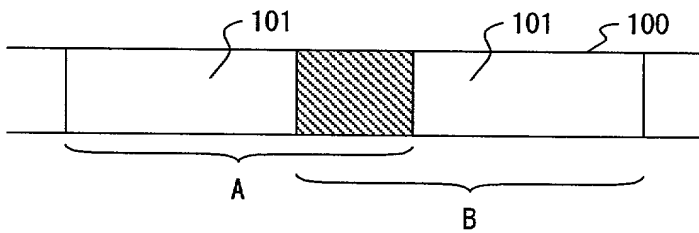


FIG. 7B

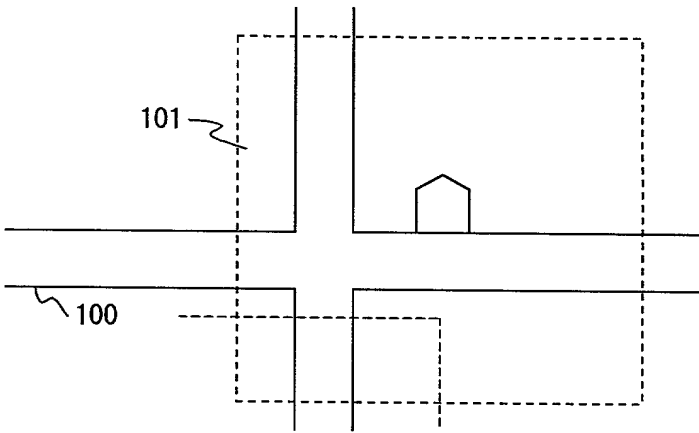


FIG. 7C

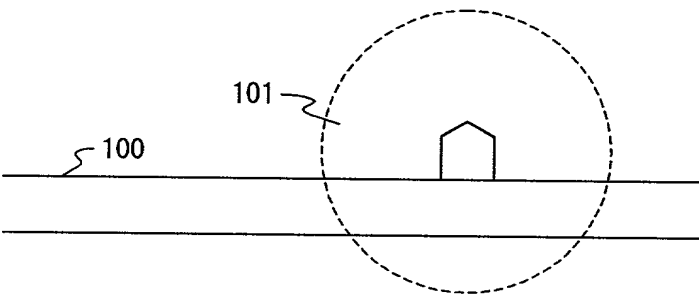


FIG. 7D

8  
G  
I  
F



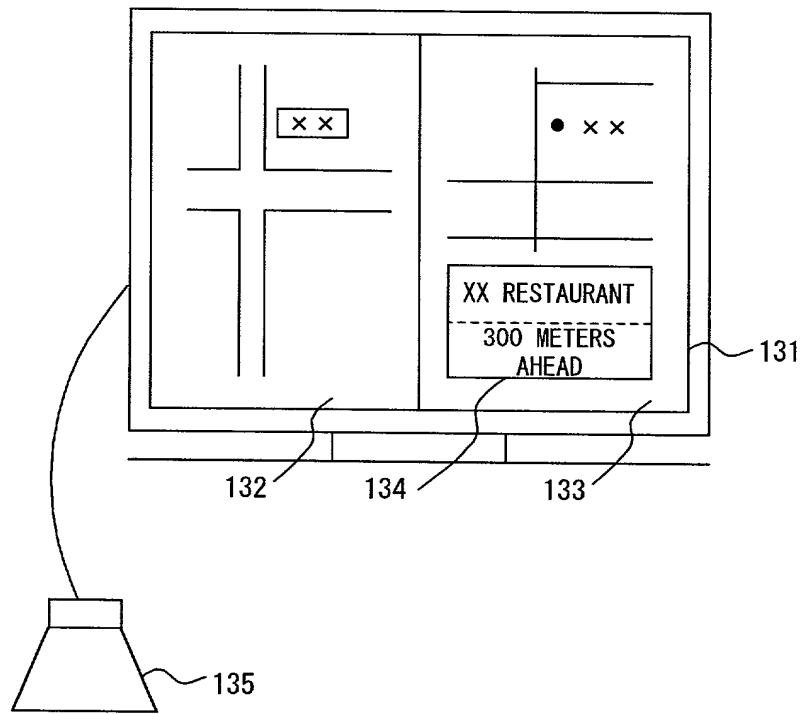


FIG. 9A

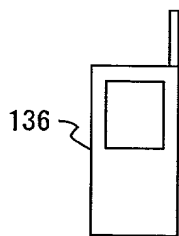


FIG. 9B

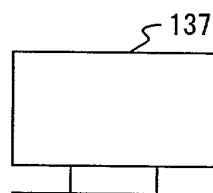


FIG. 9C

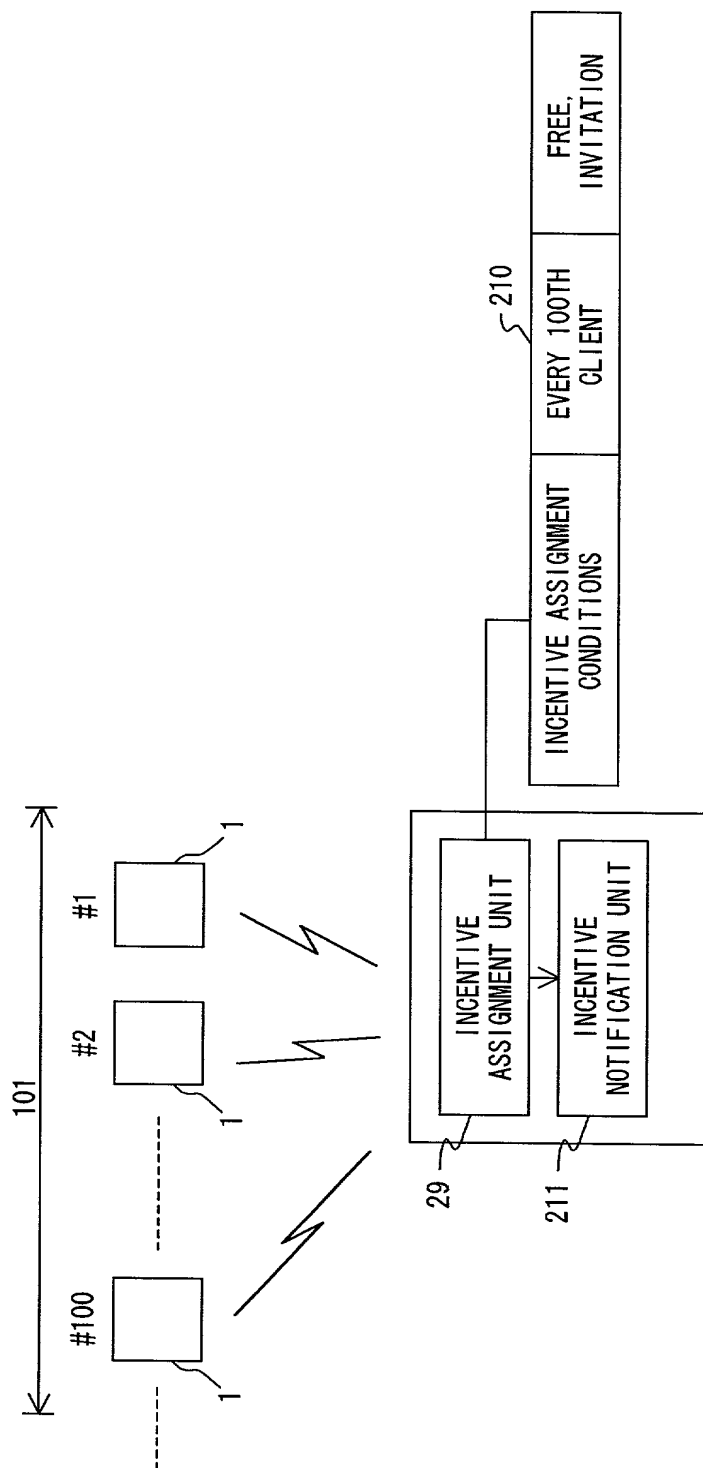


FIG. 10



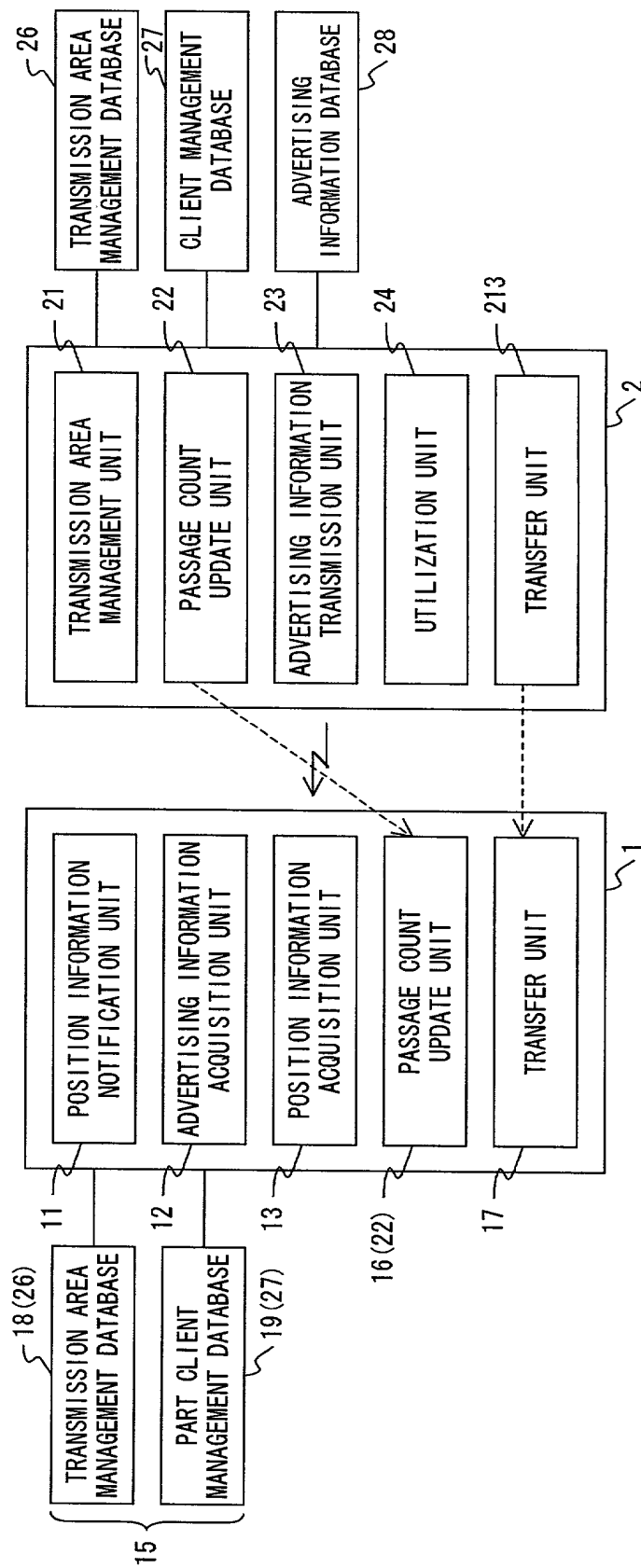


FIG. 12